

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 1 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>Planned Parenthood Votes</b>			<b>FEC IDENTIFICATION NUMBER ▼</b> <div style="border: 1px solid black; padding: 2px; display: inline-block;"> <b>C</b> C00489799       </div>	
Check If <input type="checkbox"/> 24-hour report <input checked="" type="checkbox"/> 48-hour report <input checked="" type="checkbox"/> New report <input type="checkbox"/> Amends report filed on <span style="border: 1px solid black; padding: 2px;">MM</span> / <span style="border: 1px solid black; padding: 2px;">DD</span> / <span style="border: 1px solid black; padding: 2px;">YYYYYY</span>				
Full Name (Last, First, Middle Initial) of Payee <b>Stones' Phones</b>			Date <span style="border: 1px solid black; padding: 2px;">MM</span> / <span style="border: 1px solid black; padding: 2px;">DD</span> / <span style="border: 1px solid black; padding: 2px;">YYYYYY</span> 10 / 12 / 2012	
Mailing Address 1309 F Street NW, Ste 200			Amount <div style="border: 1px solid black; padding: 2px; display: inline-block;">4487.83</div>	
City Washington State DC Zip Code 20004		Transaction ID : B441669		
Purpose of Expenditure Persuasion phone calls		Category/Type <div style="border: 1px solid black; padding: 2px; display: inline-block;">004</div>		Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President State: WI District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: Tammy Baldwin			Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <div style="border: 1px solid black; padding: 2px; display: inline-block;">100786.76</div>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	
Full Name (Last, First, Middle Initial) of Payee <b>Blueprint Interactive</b>			Date <span style="border: 1px solid black; padding: 2px;">MM</span> / <span style="border: 1px solid black; padding: 2px;">DD</span> / <span style="border: 1px solid black; padding: 2px;">YYYYYY</span> 10 / 15 / 2012	
Mailing Address 2229 North Pollard St.			Amount <div style="border: 1px solid black; padding: 2px; display: inline-block;">21933.33</div>	
City Arlington State VA Zip Code 22207		Transaction ID : B441670		
Purpose of Expenditure Online advertising		Category/Type <div style="border: 1px solid black; padding: 2px; display: inline-block;">004</div>		Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President State: WI District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: Tammy Baldwin			Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <div style="border: 1px solid black; padding: 2px; display: inline-block;">100786.76</div>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	
(a) SUBTOTAL of Itemized Independent Expenditures.....			<div style="border: 1px solid black; padding: 2px; display: inline-block;">26421.16</div>	
(b) SUBTOTAL of Unitemized Independent Expenditures .....			<div style="border: 1px solid black; padding: 2px; display: inline-block;"></div>	
(c) TOTAL Independent Expenditures.....			<div style="border: 1px solid black; padding: 2px; display: inline-block;"></div>	
Under penalty of perjury I certify that the independent expenditures reported herein were not made in cooperation, consultation, or concert with, or at the request or suggestion of, any candidate or authorized committee or agent of either, or (if the reporting entity is not a political party committee) any political party committee or its agent.				
Signature <i>Deirdre Schifeling</i>		Date <span style="border: 1px solid black; padding: 2px;">MM</span> / <span style="border: 1px solid black; padding: 2px;">DD</span> / <span style="border: 1px solid black; padding: 2px;">YYYYYY</span> 10 / 17 / 2012		
[Electronically Filed]				

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 2 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)

Planned Parenthood Votes

FEC IDENTIFICATION NUMBER ▼

C C00489799

Check If ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on

MM / DD / YYYY  
 / /

Full Name (Last, First, Middle Initial) of Payee

76 Words

Date

MM / DD / YYYY  
10 / 15 / 2012

Mailing Address 1120 Eye Street NW Ste 550

Amount

6666.67

City

Washington

State

DC

Zip Code

20006

Transaction ID : B441673

Purpose of Expenditure  
Creation of online adCategory/  
Type

004

Office Sought:

☐ House

State: WI

☒ Senate

District:

☐ President

Check One:

☒ Support☐ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Tammy Baldwin

Calendar Year-To-Date Per Election  
for Office Sought

100786.76

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

Full Name (Last, First, Middle Initial) of Payee

Zata 3

Date

MM / DD / YYYY  
10 / 15 / 2012

Mailing Address 458 New Jersey Ave. SE

Amount

16065.00

City

Washington

State

DC

Zip Code

20003

Transaction ID : B441668

Purpose of Expenditure  
Persuasion phone callsCategory/  
Type

004

Office Sought:

☐ House

State: VA

☒ Senate

District:

☐ President

Check One:

☒ Support☐ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Tim Kaine

Calendar Year-To-Date Per Election  
for Office Sought

107546.30

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures.....▶

22731.67

(b) SUBTOTAL of Unitemized Independent Expenditures .....▶

(c) TOTAL Independent Expenditures.....▶

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Deirdre Schifeling

[Electronically Filed]

Date

MM / DD / YYYY  
10 / 17 / 2012

Signature

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 3 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>Planned Parenthood Votes</b>		FEC IDENTIFICATION NUMBER ▼ <b>C</b> C00489799	
Check If <input type="checkbox"/> 24-hour report <input checked="" type="checkbox"/> 48-hour report <input checked="" type="checkbox"/> New report <input type="checkbox"/> Amends report filed on <span style="border: 1px solid black; padding: 2px;">M M / D D / Y Y Y Y Y Y</span>			
Full Name (Last, First, Middle Initial) of Payee <b>76 Words</b>		Date <span style="border: 1px solid black; padding: 2px;">M M / D D / Y Y Y Y Y Y</span> <b>10 / 16 / 2012</b>	
Mailing Address 1120 Eye Street NW, Ste 550		Amount <span style="border: 1px solid black; padding: 2px;">1987.50</span>	
City Washington	State DC	Zip Code 20006	Transaction ID : <b>B441661</b>
Purpose of Expenditure Creation of radio ad		Category/ Type <span style="border: 1px solid black; padding: 2px;">004</span>	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: <u>US</u> District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: Barack Obama		Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <span style="border: 1px solid black; padding: 2px;">3750434.67</span>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	
Full Name (Last, First, Middle Initial) of Payee <b>Zata 3</b>		Date <span style="border: 1px solid black; padding: 2px;">M M / D D / Y Y Y Y Y Y</span> <b>10 / 15 / 2012</b>	
Mailing Address 458 New Jersey Ave. SE		Amount <span style="border: 1px solid black; padding: 2px;">16065.25</span>	
City Washington	State DC	Zip Code 20003	Transaction ID : <b>B441662</b>
Purpose of Expenditure Persuasion phone calls		Category/ Type <span style="border: 1px solid black; padding: 2px;">004</span>	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: <u>US</u> District: _____
Name of Federal Candidate Supported or Opposed by Expenditure: Barack Obama		Check One: <input checked="" type="checkbox"/> Support <input type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <span style="border: 1px solid black; padding: 2px;">3750434.67</span>		Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	
(a) SUBTOTAL of Itemized Independent Expenditures.....		<span style="border: 1px solid black; padding: 2px;">18052.75</span>	
(b) SUBTOTAL of Unitemized Independent Expenditures .....		<span style="border: 1px solid black; padding: 2px;"></span>	
(c) TOTAL Independent Expenditures.....		<span style="border: 1px solid black; padding: 2px;"></span>	
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Signature <u>Deirdre Schifeling</u> <div style="text-align: right;">[Electronically Filed]</div>		Date <span style="border: 1px solid black; padding: 2px;">M M / D D / Y Y Y Y Y Y</span> <b>10 / 17 / 2012</b>	

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

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FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)

Planned Parenthood Votes

FEC IDENTIFICATION NUMBER ▼

C C00489799

Check If ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on

MM / DD / YYYY

Full Name (Last, First, Middle Initial) of Payee

Media Strategies &amp; Research

Date

MM / DD / YYYY

Mailing Address 11350 Random Hills Rd., Ste 670

Amount

289200.00

City

Falls Church

State

VA

Zip Code

22030

Transaction ID : B441664

Purpose of Expenditure

Radio ad buy

Category/  
Type

004

Office Sought:

☐ House

State: US

☐ Senate

District:

☒ President

Check One:

☒ Support☐ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Barack Obama

Calendar Year-To-Date Per Election  
for Office Sought

3750434.67

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

Full Name (Last, First, Middle Initial) of Payee

Zata 3

Date

MM / DD / YYYY

Mailing Address 458 New Jersey Ave. SE

Amount

3807.75

City

Washington

State

DC

Zip Code

20003

Transaction ID : B441665

Purpose of Expenditure

Persuasion phone calls

Category/  
Type

004

Office Sought:

☐ House

State: MT

☒ Senate

District:

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Dennis Rehberg

Calendar Year-To-Date Per Election  
for Office Sought

160181.36

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures.....▶

293007.75

(b) SUBTOTAL of Unitemized Independent Expenditures .....▶

(c) TOTAL Independent Expenditures.....▶

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Deirdre Schifeling

[Electronically Filed]

Date

MM / DD / YYYY

Signature

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 5 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full) <b>Planned Parenthood Votes</b>		FEC IDENTIFICATION NUMBER ▼ <b>C</b> C00489799	
Check If <input type="checkbox"/> 24-hour report <input checked="" type="checkbox"/> 48-hour report		<input checked="" type="checkbox"/> New report <input type="checkbox"/> Amends report filed on	

Full Name (Last, First, Middle Initial) of Payee <b>The Pivot Group</b>			Date MM / DD / YYYY <b>10 / 16 / 2012</b>	
Mailing Address 1701 I Street NW, Ste 550			Amount <b>24560.80</b>	
City Washington	State DC	Zip Code 20005	Transaction ID : <b>B441667</b>	
Purpose of Expenditure Printing and postage for mail piece		Category/ Type <b>004</b>	Office Sought: <input type="checkbox"/> House <input checked="" type="checkbox"/> Senate <input type="checkbox"/> President State: <b>MT</b> District: _____	
Name of Federal Candidate Supported or Opposed by Expenditure: Dennis Rehberg			Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <b>160181.36</b>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

Full Name (Last, First, Middle Initial) of Payee <b>76 Words</b>			Date MM / DD / YYYY <b>10 / 16 / 2012</b>	
Mailing Address 1120 Eye Street NW, Ste 550			Amount <b>1987.50</b>	
City Washington	State DC	Zip Code 20006	Transaction ID : <b>B441660</b>	
Purpose of Expenditure Creation of radio ad		Category/ Type <b>004</b>	Office Sought: <input type="checkbox"/> House <input type="checkbox"/> Senate <input checked="" type="checkbox"/> President State: <b>US</b> District: _____	
Name of Federal Candidate Supported or Opposed by Expenditure: Mitt Romney			Check One: <input type="checkbox"/> Support <input checked="" type="checkbox"/> Oppose	
Calendar Year-To-Date Per Election for Office Sought <b>3750434.67</b>			Disbursement For: <input type="checkbox"/> Primary <input checked="" type="checkbox"/> General 2012 <input type="checkbox"/> Other (specify) _____	

(a) SUBTOTAL of Itemized Independent Expenditures.....	<b>26548.30</b>
(b) SUBTOTAL of Unitemized Independent Expenditures .....	
(c) TOTAL Independent Expenditures.....	

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Deirdre Schifeling

[Electronically Filed]

Signature

Date

MM / DD / YYYY  
**10 / 17 / 2012**

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 6 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)

Planned Parenthood Votes

FEC IDENTIFICATION NUMBER ▼

C C00489799

Check If ☐ 24-hour report ☒ 48-hour report ☒ New report ☐ Amends report filed on

MM / DD / YYYY  
 MM / DD / YYYY  
 MM / DD / YYYY

Full Name (Last, First, Middle Initial) of Payee

Media Strategies &amp; Research

Date

MM / DD / YYYY  
 10 / 16 / 2012

Mailing Address 11350 Random Hills Rd., Ste 670

Amount

539100.00

City State Zip Code  
 Falls Church VA 22030

Transaction ID : B441663

Purpose of Expenditure  
TV/Cable/Radio ad buyCategory/  
Type 004

Office Sought: ☐ House State: US  
☐ Senate District:  
☒ President

Name of Federal Candidate Supported or Opposed by Expenditure:

Mitt Romney

Check One: ☐ Support ☒ OpposeCalendar Year-To-Date Per Election  
for Office Sought

3750434.67

Disbursement For: ☐ Primary ☒ General  
 2012 ☐ Other (specify) ▶

Full Name (Last, First, Middle Initial) of Payee

Zata 3

Date

MM / DD / YYYY  
 10 / 15 / 2012

Mailing Address 458 New Jersey Ave. SE

Amount

3807.75

City State Zip Code  
 Washington DC 20003

Transaction ID : B441666

Purpose of Expenditure  
Persuasion phone callsCategory/  
Type 004

Office Sought: ☐ House State: MT  
☒ Senate District:  
☐ President

Name of Federal Candidate Supported or Opposed by Expenditure:

Jon Tester

Check One: ☒ Support ☐ OpposeCalendar Year-To-Date Per Election  
for Office Sought

160181.36

Disbursement For: ☐ Primary ☒ General  
 2012 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures.....▶

542907.75

(b) SUBTOTAL of Unitemized Independent Expenditures .....▶

(c) TOTAL Independent Expenditures.....▶

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Deirdre Schifeling

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Date

MM / DD / YYYY  
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Signature

# 24/48 HOUR NOTICE OF INDEPENDENT EXPENDITURES

(SCHEDULE E)

PAGE 7 OF 7  
FOR SE OF FORM 24/48

NAME OF COMMITTEE (In Full)

Planned Parenthood Votes

FEC IDENTIFICATION NUMBER ▼

C C00489799

Check If ☐ 24-hour report ☒ 48-hour report☒ New report ☐ Amends report filed on

M M M / D D D / Y Y Y Y Y Y

Full Name (Last, First, Middle Initial) of Payee

Blueprint Interactive

Date

M M M / D D D / Y Y Y Y Y Y  
10 / 15 / 2012

Mailing Address 2229 North Pollard St.

Amount

10966.67

City

Arlington

State

VA

Zip Code

22207

Transaction ID : B441671

Purpose of Expenditure

Online advertising

Category/  
Type

004

Office Sought:

☐ House

State: WI

☒ Senate

District:

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Tommy Thompson

Calendar Year-To-Date Per Election  
for Office Sought

100786.76

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

Full Name (Last, First, Middle Initial) of Payee

76 Words

Date

M M M / D D D / Y Y Y Y Y Y  
10 / 15 / 2012

Mailing Address 1120 Eye Street NW, Ste 550

Amount

3333.33

City

Washington

State

DC

Zip Code

20006

Transaction ID : B441672

Purpose of Expenditure

Creation of online ad

Category/  
Type

004

Office Sought:

☐ House

State: WI

☒ Senate

District:

☐ President

Check One:

☐ Support☒ Oppose

Name of Federal Candidate Supported or Opposed by Expenditure:

Tommy Thompson

Calendar Year-To-Date Per Election  
for Office Sought

100786.76

Disbursement For: ☐ Primary ☒ General  
2012 ☐ Other (specify) ▶

(a) SUBTOTAL of Itemized Independent Expenditures..... ▶

14300.00

(b) SUBTOTAL of Unitemized Independent Expenditures ..... ▶

(c) TOTAL Independent Expenditures..... ▶

943969.38

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Deirdre Schifeling

[Electronically Filed]

Date

M M M / D D D / Y Y Y Y Y Y  
10 / 17 / 2012

Signature